

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
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COPY

June 13, 1997

RJR Account #154180
Mr. J. Derigo
DERIGO SALES

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear John:

SALEM .30¢ tear tape product has been ordered, as well as 46 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods: July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to ~~\$84.00~~ (6 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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JULY DELIVERY
SALEM TEAR TAPE
DERIGO SALES

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Product PO # 016 : Displays PO # 016

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	3
12300-12439	Light	3
12300-12239	Full Flavor 100	3
12300-12539	Light 100	3

Product / Premium Arrival: June 30, 1997

Ship Date to Retail: Week of: July 14, 1997

EFT \$ Amount: \$4,293.86

Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO
RETAILERS AT STORE LEVEL.**

JULY DELIVERY

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AUGUST DELIVERY
SALEM TEAR TAPE
DERIGO SALES

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.

Product PO # 017

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	Full Flavor	3
12300-12439	Light	3
12300-12239	Full Flavor 100	3
12300-12539	Light 100	3

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT \$ Amount: \$4,293.86

Non-EFT \$ Amount: \$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

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RETAIL CUSTOMER LIST

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ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM				TOTAL NO. OF STORES (DISPLAYS)
									FF	LT	100	100	
128682	MIKE REXFORD SERVICE	1940 NIAGARA FALLS B	TONAWANDA	NY	14150	154180	DERIGO SALES, INC	0	2	2	2	2	1
311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	154180	DERIGO SALES, INC	LIE0897	3	3	3	3	1
396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	154180	DERIGO SALES, INC	0	1	1	1	1	1
396895	HOLLY FARMS MARKET	233 235 ALLEN ST.	BUFFALO	NY	14202	154180	DERIGO SALES, INC	0	3	3	3	3	1
397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	154180	DERIGO SALES, INC	0	1	1	1	1	1
460480	JOE'S SERVICE CENTER	1602 ELMWOOD AVE	BUFFALO	NY	14207	154180	DERIGO SALES, INC	0	2	2	2	2	1
496766	ALLENTOWN FOOD SHOPE	76 ELMWOOD AVE	BUFFALO	NY	14201	154180	DERIGO SALES, INC	0	1	1	1	1	1
574995	QUICK CHECK FOOD MRT	2580 ELMWOOD AVE	BUFFALO	NY	14217	154180	DERIGO SALES, INC	0	3	3	3	3	1
576389	FAMILY CORNER STORE	380 CONNECTICUT ST	BUFFALO	NY	14213	154180	DERIGO SALES, INC	0	3	3	3	3	1
597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	154180	DERIGO SALES, INC	0	2	2	2	2	1
658852	COLVIN CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	154180	DERIGO SALES, INC	0	2	2	2	2	1
691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	154180	DERIGO SALES, INC	0	1	1	1	1	1
738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	154180	DERIGO SALES, INC	0	3	3	3	3	1
744008	PARKSIDE MARKET INC.	1150 SHERIDAN DR	TONAWANDA	NY	14150	154180	DERIGO SALES, INC	0	1	1	1	1	1
746533	AL'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	154180	DERIGO SALES, INC	0	3	3	3	3	1
765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	154180	DERIGO SALES, INC	0	2	2	2	2	1
809737	PRICE RITE MARKET	324 26 W. DELEVAN	BUFFALO	NY	14213	154180	DERIGO SALES, INC	PRI0326	2	2	2	2	1
752787	THE DAIRY STORE	354 NIAGARA FALLS BLVD	TONAWANDA	NY	14223	154180	DERIGO SALES, INC	0	1	1	1	1	1
128927	GRIDER FOOD MARKET	389 GRIDER ST	BUFFALO	NY	14215	154180	DERIGO SALES, INC	0	1	1	1	1	1
397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	154180	DERIGO SALES, INC	0	1	1	1	1	1
398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	154180	DERIGO SALES, INC	0	1	1	1	1	1
467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	154180	DERIGO SALES, INC	0	4	4	4	4	1
525296	ARTS MOBIL #08435	2633 GENESEE ST	BUFFALO	NY	14225	154180	DERIGO SALES, INC	0	2	2	2	2	1
660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	154180	DERIGO SALES, INC	0	3	3	3	3	1
672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANSVILLE	NY	14026	154180	DERIGO SALES, INC	0	1	1	1	1	1
705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	154180	DERIGO SALES, INC	0	4	4	4	4	1
705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	154180	DERIGO SALES, INC	0	2	2	2	2	1
067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	154180	DERIGO SALES, INC	0	5	5	5	5	1
128582	BUZZ N BEE (PRIN SEN)	2097 SENECA ST	BUFFALO	NY	14210	154180	DERIGO SALES, INC	PRI2097	3	3	3	3	1
397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	154180	DERIGO SALES, INC	0	2	2	2	2	1
462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	154180	DERIGO SALES, INC	0	5	5	5	5	1
481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	154180	DERIGO SALES, INC	0	1	1	1	1	1

RETAIL CUSTOMER LIST

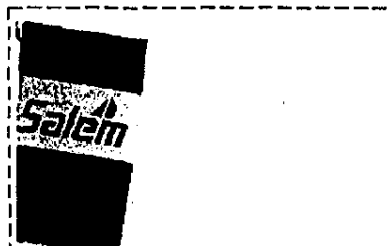
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LIST DOES NOT INCLUDE BEDELL										Number of Cartons To be Shipped SALEM					TOTAL NO. OF STORES (DISPLAYS)
ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHL SR	VAP WHLSR NAME	SUPP NO	FF	LT	FF 100	LT 100			
522920	HAPPY CORNER STORE	505 S. PARK AVE	BUFFALO	NY	14204	154180	DERIGO SALES, INC	0	3	3	3	3	1		
641384	M&A FOOD MARKET	473 JEFFERSON AVENUE	BUFFALO	NY	14204	154180	DERIGO SALES, INC	0	2	2	2	2			
641572	E. FERRY CLOVER FARM	436 E. FERRY & WOHLERS	BUFFALO	NY	14204	154180	DERIGO SALES, INC	0	1	1	1	1			
655757	LOVEJOY FOOD & BEVER	1196 E LOVEJOY	BUFFALO	NY	14206	154180	DERIGO SALES, INC	154180	3	3	3	3			
669476	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY	14218	154180	DERIGO SALES, INC	0	1	1	1	1			
719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	154180	DERIGO SALES, INC	0	1	1	1	1			
	KENYON VARIETY CHAIN (SEE ATTACHED STORE LIST)					154180	DERIGO SALES, INC	0	8	8	8	8			
						154180 Total			90	90	90	90			

Kenyon Variety locations for Salem Tear Tape Program

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FULL NAME	ADDR1	CITY	ST	ZIP	VAP WHLR	VAP WHLSR NAME	SIS IND VOLUME	NUMBER OF CARTONS PER BRAND STYLE	NUMBER OF DISPLAYS PER STORE
KENYON #778/DYNAWASH	2905 MAIN ST	NEWFANE	NY	14108	154180	DERIGO SALES, INC	76	1	1
KENYON VARIETY #719	6550 ROBINSON RD	LOCKPORT	NY	14094	154180	DERIGO SALES, INC	192	1	1
KENYON VARIETY #720	1 WALNUT ST	LOCKPORT	NY	14094	154180	DERIGO SALES, INC	150	1	1
KENYON #724/FASTOP	5985 S TRANSIT RD	LOCKPORT	NY	14094	154180	DERIGO SALES, INC	129	1	1
BILLS DELI #608	2897 MAIN ST	NEWFANE	NY	14108	154180	DERIGO SALES, INC	115	1	1
KENYON VARIETY #721	1121 LINCOLN AVE	LOCKPORT	NY	14094	154180	DERIGO SALES, INC	150	1	1
KENYON VARIETY #735	9700 TRANSIT RD	AMHERST	NY	14051	154180	DERIGO SALES, INC	100	1	1
KENYON VARIETY #732	5775 MAIN ST	WILLIAMSVILLE	NY	14221	154180	DERIGO SALES, INC	158	1	1
154180 Total								8	8



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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